

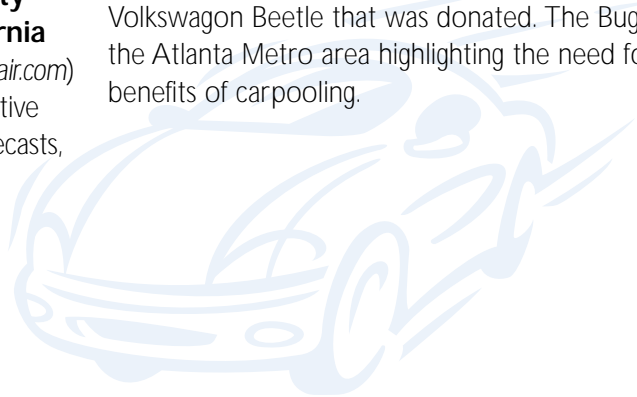
Miami Valley also introduced the Smoginator, a superhero who teaches children about the dangers of ground-level ozone and encourages everyone to take simple steps to reduce air pollution.

The **North Central Texas Council of Governments (NCTCG)** partnered with the **Fort Worth Transportation Authority (FWTA)** in a five-month billboard campaign costing \$11,000. One billboard is located at a busy intersection in central Fort Worth where more than 37,000 vehicles pass each day. Another is located at a major freeway with exposure to 51,000 vehicles per day. The collateral materials such as the "Air Quality Quiz" and "Ten Simple Steps" were placed in a monthly employee newsletter. The program was also featured in the *Your Region* publication. And FWTA used the *It All Adds Up* graphics to promote its new commuter rail service.

The **Sacramento Metropolitan Air Quality Management District (SMAQMD)** in California designed and implemented a web site (www.sparetheair.com) featuring regional air quality information and interactive activities. Users can check current and next day forecasts,

read local, regional and national air quality news or sign up for their own E-Alerts, a personalized notification system that sends messages to cell phones, pagers and e-mail alerting users of ozone-related health risks. The web site also features "Smog City," an interactive program in which users enter key variables associated with air pollution formation—such as temperature, wind, population and number of single-passenger vehicles—and see what air quality would result, based on actual scientific models.

The **Georgia Department of Transportation (GDOT)** conducted a statewide kickoff of the media campaign to increase awareness of HOV lanes under construction in Gwinnett County, and to increase use of the existing HOV lanes and metrorail. The event attracted significant media coverage, including three Atlanta television stations. They also ran radio ads on several stations throughout the year. To draw attention to the campaign, GDOT is using the "HOV BUG," a 1999 Volkswagen Beetle that was donated. The Bug travels the Atlanta Metro area highlighting the need for and benefits of carpooling.



Demonstration Community Case Studies

At the beginning of the 1999 ozone season, *It All Adds Up to Cleaner Air* was introduced in 14 demonstration communities across the country. The intent of this phase was to show how the initiative's concepts, approaches and high-quality materials could be tailored and incorporated into local outreach and partnership-building efforts. Lessons learned and products developed are now being shared with communities that face similar air quality and congestion issues and demographics.

Several communities leveraged their participation by forming local coalitions and facilitating partnerships, such as Portland, Oregon; Portage, Indiana; and the state of Wisconsin. Others incorporated the marketing materials into their local marketing and advertising efforts, such as Orlando, Florida; Louisville, Kentucky; and Maricopa County, Arizona. Many communities included the messages in public service announcements placed in local media



during ozone season, for example in New York, New York; Milwaukee, Wisconsin; Delaware Valley of Pennsylvania and New Jersey; Sacramento, California; and Atlanta, Georgia. In a few cases, communities capitalized on local resources to market clean vehicle demonstration programs, such as Anaheim, California.

Following are highlights from each of the demonstration communities. The varied approaches to implementing the initiative speak to the communities' extraordinary creativity with the program, and demonstrate exciting ways that you, too, can apply the *It All Adds Up* initiative.

The **Central Florida Regional Transportation Authority (LYNX) in Orlando, Florida** used a compressed natural gas bus hand-painted with air quality messages, including *It All Adds Up to Cleaner Air*, to generate interest and high visibility for the campaign. LYNX displays the bus at activities such as Orlando's *Bus, Bike, Pool, Pedestrian or Telecommute Week* and clean air award ceremonies, which recognize companies and individuals who have made exceptional efforts to clean the air.

The city **Department of Transportation (DOT) in Portland, Oregon** developed a multi-phased interactive approach that targets specific neighborhoods. To date, the Rose City Park and Woodstock communities have participated. These communities have active neighborhood associations, offer good transit and are walkable. They also have well-defined business centers filled with local businesses (such as bike shops, auto maintenance shops and restaurants) that are interested in joining the *It All Adds Up* initiative. Portland created a series of door hangers featuring the *It All Adds Up* messages and coupons from local businesses, and distributed them throughout their local neighborhoods. Portland DOT also held Clean Air Fairs in the communities and worked closely with community leaders to promote *It All Adds Up to Cleaner Air* messages. Pre- and post-campaign surveys show a 75 percent increase in awareness about how residents can personally reduce air pollution and traffic congestion.

The **Air Pollution Control District of Jefferson County (APCD) in Louisville, Kentucky** worked with its local transit authority, TARC, to promote a "25-cent Ozone BUSTER Fare" incentive to all TARC riders during the summer months. A kick-off event, live radio announcements and local media coverage promoted the effort. Paid television spots on four local network affiliates and radio spots on 28 stations helped promote the *It All Adds Up to Cleaner Air* campaign. APCD also teamed up with its local ozone coalition, the Kentuckiana Ozone Prevention Coalition, to conduct a lawn mower trade-in program, a gas cap replacement program and a celebrity ride-share contest.

The city **Department of Transportation in New York** has obtained significant PSA placement for the *It All Adds Up to Cleaner Air* advertisements. At a NY Mets game with 40,000 in attendance, Shea Stadium's electronic signboard displayed a series of air quality and carpooling messages; the Yankees ran the ads during seven home games. An electronic billboard in Times Square displayed "Riding the Rail Reduces Stress and Air

to foster interactive communication. Members of the Wisconsin Partners for Clean Air will be able to share and promote ideas on the site, as well as identify themselves as sponsors of the initiative.

The **Maricopa Association of Governments (MAG), Phoenix, Arizona** advertised the *It All Adds Up to Cleaner Air* messages in traditional media as well as metro traffic spots and cinema slides. MAG also developed a clean air poster game using a city scene with buildings, homes, parks and schools, accompanied by stickers representing alternative modes of transportation—pedestrian, bicyclist, car, van, bus and a computer mouse (to represent telecommuting). MAG also developed a Trip Reduction Toolkit (available in English and Spanish), which was distributed to 1,400 employers who collectively employ about 500,000 workers. Items in the toolkit include a hand-held fan that reads, "Fighting Air Pollution Is a Breeze"; Post-It® notepads with the *It All Adds Up to Cleaner Air* carpool icon and the line, "Stick together. Rideshare"; a contest in which entrants describe what they are doing to clean the air (grand prize is a cruise for two); a newsletter; and a dry-erase poster that folds out into a sign about high pollution advisory days.

The **Delaware Valley Regional Planning Commission (DVRPC), Philadelphia, Pennsylvania** worked with the Pennsylvania and New Jersey Ozone Action Partnership to raise almost \$200,000 to place the *It All Adds Up to Cleaner Air* television advertisements. Sponsors are credited in the last frame of the ad in exchange for funding air time. Letters were distributed to about 150 Ozone Action Partners inviting them to attend a luncheon at a local television station. Twenty people enjoyed a free lunch, heard the DVRPC's presentation on why they should support placement of the ads, and saw examples of how sponsors' credits would appear at the end of a spot.



For summer 2000, TV ad shares were sold for \$3,000 per share, which resulted in over 100 plays from the last week of June through the first week of August 2000. Most shares were bought by



Pollution," reaching the thousands of New Yorkers and tourists who pass through this prime location every day. Such a prominent advertisement usually costs \$100,000, but Fleet Bank provided the space at no cost. *The New York Post* donated a full-page ad which typically costs \$40,000. All of the 200-300 McDonald's restaurants in the city used the campaign placemats featuring the "10 Simple Steps" and an air quality puzzle. Corporations, including Ford Motor Company, ESPN the magazine, ExxonMobil and Reebok, have sponsored the ads on billboards and more than 200 bus shelters in all five boroughs of the city.

To increase visibility and credibility, the **Department of Natural Resources, Madison, Wisconsin** joined forces with an advertising firm to build and implement a branding strategy that will link the "Wisconsin Partners for Clean Air" with the *It All Adds Up to Cleaner Air* initiative. This project has been enthusiastically backed by the state DOT which is providing \$200,000 per year to run the campaign through 2002. Television and radio are the primary media used, and a web site is in development

government agencies such as the state EPA and state DOT. For summer 2001, TV and radio ad shares were sold for \$4,000, which yielded more than 12 million impressions.

The **City of Anaheim, California**, using the *It All Adds Up* tagline, launched a program to introduce electric



vehicles to the commuter rail market. In Phase One of the program, they installed electric vehicle infrastructure at rail stations in Anaheim, as well as chargers throughout Orange County. Then, the city

acquired eight electric vehicles, six of which are assigned for commuters to use between rail stations and work. The *Inland Empire*, a low-income housing community with a large number of residents who commute to Anaheim, was the first group offered the vehicles. Participants must use the railroad to commute and electric vehicles are charged and ready to transport them to and from work. Because of liability issues, the insurance company has placed a mileage limit on the vehicles, preventing them from being used for other travel. Initial reactions to the program have been positive and a comprehensive survey was conducted to better evaluate the success of the program.

The **Northwestern Indiana Regional Planning Commission (NIRCP) in Portage, Indiana** received the Outstanding Public Outreach Award by the Indiana Department of Environmental Management in May 2000 for their extensive *It All Adds Up* campaign. Competing with other *Indiana Partners for Clean Air* members and communities across Indiana, Portage was honored for its efforts on Ozone Action Days, facilitating partnerships and supporting activities of other *Partners* organizations. Their most successful outreach campaign to date has been focused on teachers. In collaboration with Project Leap and 4-H, the NIRPC designed and implemented teacher workshops to extend clean air messages into schools. Portage continues to work on strengthening partnerships

with non-attainment communities in the tri-state area, and has received a joint grant with the states of Illinois and Wisconsin for an interactive driver-simulation exhibit that teaches people how to drive to conserve fuel and reduce air pollution.

The **District of Columbia Health Department in Washington, DC** teamed up with the American Lung Association and the Washington Metropolitan Area Transit Authority to display the *It All Adds Up to Cleaner Air* ads on 100 buses, and used the bus shelter ads to create dioramas on 25 Metrorail platforms. They also distributed clean air messages at transit and bike events, and had an exhibit at Earth Day 2000 on the National Mall in Washington, DC. Giveaways such as bubble pens with the *It All Adds Up to Cleaner Air* logo and magnets with the “Ten Simple Steps” attracted people to the booth.



The **Miami Valley Regional Planning Commission (MVRPC) in Dayton, Ohio** instituted a free Gas Cap Testing and Replacement Program. Gas mileage can be reduced considerably if a gas cap is loose, cracked or does not seal in the vapors. It should be in good condition and should click when twisted closed. The MVRPC hired testing technicians and worked with the Shell Corporation to identify Shell service stations throughout the four-county region where they could conduct the program. Sixty locations participated.

Gas Cap Testing

REGIONAL COORDINATOR ACTION PLAN

LOOK FOR US AT THESE SHELL LOCATIONS

JUNE

622 Central & Lawrence - Montgomery 12-4pm 623 E. Simpson & Montgomery 12-4pm	622 (1212 St. Main St. - City Center) 12-4pm 623 (1212 St. - Wiggins City) 12-4pm
--------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------

JULY

121 (2001 Lake & Coney Island) 12-4pm 122 (Springfield Hwy. & East 12th) 12-4pm 123 (1st & 12th) 12-4pm 124 (1st & 12th) 12-4pm 125 (1st & 12th) 12-4pm 126 (1st & 12th) 12-4pm 127 (1st & 12th) 12-4pm 128 (1st & 12th) 12-4pm 129 (1st & 12th) 12-4pm 130 (1st & 12th) 12-4pm	119 (1212 St. Main St. - Springfield) 12-4pm 120 (1212 St. Main St. - Springfield) 12-4pm 121 (1212 St. Main St. - Springfield) 12-4pm 122 (1212 St. Main St. - Springfield) 12-4pm 123 (1212 St. Main St. - Springfield) 12-4pm 124 (1212 St. Main St. - Springfield) 12-4pm 125 (1212 St. Main St. - Springfield) 12-4pm 126 (1212 St. Main St. - Springfield) 12-4pm 127 (1212 St. Main St. - Springfield) 12-4pm 128 (1212 St. Main St. - Springfield) 12-4pm 129 (1212 St. Main St. - Springfield) 12-4pm 130 (1212 St. Main St. - Springfield) 12-4pm
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Gas Cap Testing

REGIONAL COORDINATOR ACTION PLAN

LOOK FOR US AT THESE SHELL LOCATIONS

AUGUST

619 (1st & 12th) 12-4pm 620 (1st & 12th) 12-4pm 621 (1st & 12th) 12-4pm 622 (1st & 12th) 12-4pm 623 (1st & 12th) 12-4pm 624 (1st & 12th) 12-4pm 625 (1st & 12th) 12-4pm 626 (1st & 12th) 12-4pm 627 (1st & 12th) 12-4pm 628 (1st & 12th) 12-4pm 629 (1st & 12th) 12-4pm 630 (1st & 12th) 12-4pm	619 (1st & 12th) 12-4pm 620 (1st & 12th) 12-4pm 621 (1st & 12th) 12-4pm 622 (1st & 12th) 12-4pm 623 (1st & 12th) 12-4pm 624 (1st & 12th) 12-4pm 625 (1st & 12th) 12-4pm 626 (1st & 12th) 12-4pm 627 (1st & 12th) 12-4pm 628 (1st & 12th) 12-4pm 629 (1st & 12th) 12-4pm 630 (1st & 12th) 12-4pm
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------